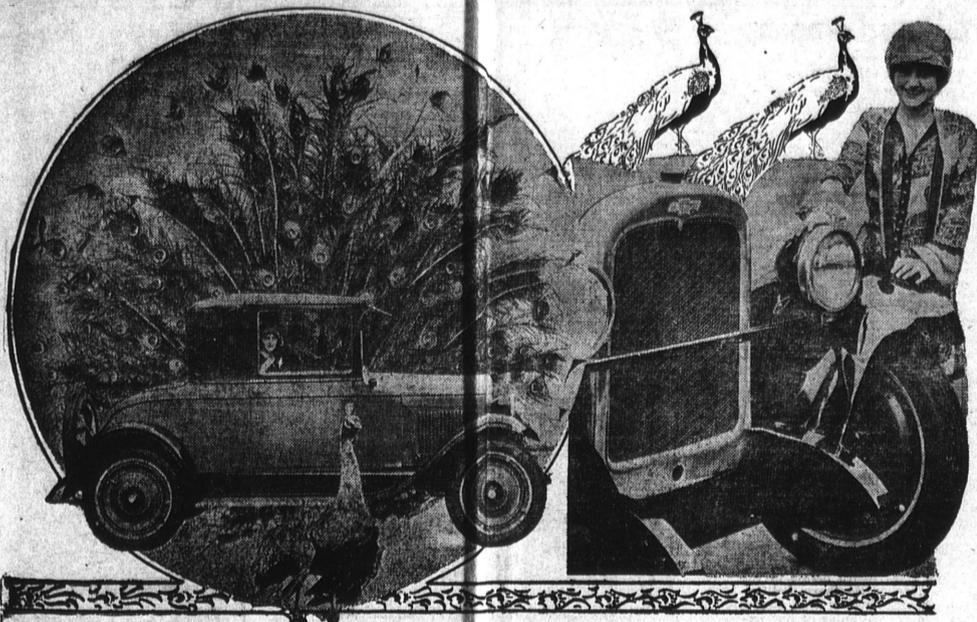


Striking New Effects Produced in Latest Chevrolet Line



The new Chevrolet coupe, at left, is lower, has finer lines, and possesses numerous refinements, among them being new type heavily crowned fenders, and is finished in two-tone Duco with beaded strips. The new radiator, head-lamps and fenders of the new Chevrolet are shown at right.

Vastly bettered in appearance, and with a host of improvements throughout body and chassis, yet substantially lowered in price, the 1927 Chevrolet line makes its bow to the public today at Chevrolet dealers everywhere with new models as new as the new year itself. Not content with the tremendous public approval of the 1926 Chevrolet, which swept Chevrolet sales to the height of 728,697 cars, far beyond anything ever known in the

past, the Chevrolet organization now the division of General Motors, which produces the greatest number of cars, has poured millions of dollars into improvements. A production schedule of one million cars has been set for 1927, and it will be an easy matter for the sales department to keep pace with production, to judge from the lowered prices and the extreme desirability of every feature of the new car.

Improve Appearance

Many factors combine to contribute to the bettered looks of the Chevrolet models. The new radiator is higher, with radiator shell of thinner and more graceful lines. The entire body is swung almost an inch lower by lowering the front axle and by using a higher "kick-up" at the rear of the frame, allowing the road clearance of the car to remain practically the same. A sweeping belt-line molding extending all the way from the radiator to the rear lengthens the wheelbase of the car to the eye, though it remains the same in fact. The door-pillars of the closed cars are smaller, accomplishing the double aim of giving a lighter and more graceful appearance to the entire top and at the same time giving the driver a maximum clear vision.

The one-piece fenders of the new Chevrolet are of an entirely changed design, directly patterned from those cars of much higher price. Incidentally, the fenders are interchangeable on all Chevrolet models, a fact which not only eliminates needless manufacturing expense, but which promises greater convenience for the dealer and public alike. A new and graceful bullet-type headlamp design, and attractive cowl lamps, form another notable improvement this year.

Behind the radiator the powerful and dependable Chevrolet overhead-valve motor is still on the job, but with betterments which make it smoother and quieter than ever before. An oil purifier has been added, and an air-cleaning device as well, and the air, after passing through the cleaner, is warmed by passing through a jacket over the exhaust manifold before it goes to the carburetor.

Inspection of the interior of the bodies reveals many detail changes, all of which contribute to the more convenient operation of the car, or its bettered appearance. Prominent among these is a "coincidental

lock" on the dash directly beside the steering column. A turn of the key not only cuts off the ignition but locks the steering wheel as well, making the car as nearly theft-proof as any lock can.

The dash arrangement has been changed and improved and the metal dash itself is finished in Duco of the same color as the body of the car. The gearshift lever is longer and more convenient to the hand, and the same is true of the emergency brake. An excellent grade of upholstery is used on all closed models, and the colors chosen harmonize well with the exterior colors. The inside door handles are of the "remote control" type, to borrow a term from radio, and are operated much more readily. The steering wheel is an inch larger in diameter, with rim of corrugated walnut. An ash tray is provided in the back of the front seat of the sedan.

Gas Gauge in Rear

A gasoline gauge has been added to the tank in the rear, and a study of that angle of the car also shows a new, sturdy and smart-looking tire carrier. In the case of the coupe the lines of the rear deck have been beautified. The large carrying space in the rear deck has been made more accessible, yet it can be securely locked with the same key which locks the door of the car.

The fact that all these improvements in the new Chevrolet models have been coincident with the lowering of Chevrolet prices constitute a manufacturing achievement of the very highest order, according to Jack Hanson.

"Merely the new dies to build the changed bodies and fenders represent a tremendous cost," said Mr. Hanson. "That is the price of progress, however, and Chevrolet pays it gladly to keep its product up to the highest standards that modern engineering can set. We believe that the public will show its approval of this policy of Chevrolet by making 1927 the greatest sales year we have ever known."

License Plates May Be Secured By Mail Order

Division Puts on Big Staff to Take Care of Requests

The division of motor vehicles is now housed in its new quarters in the Strub building at Eleventh and P streets, Sacramento. Announcement was made today by Will H. Marsh, chief of the division, that the office is now in readiness to receive applications for renewal of licenses for 1927 by mail. License plates will not be issued by the department either from the Sacramento office or any of its division points, or through the automobile club agencies issuing same, until January 31, 1927. On that date all counters of the division will be opened to the public. Final arrangements will be perfected before that time.

The normal force of 500 employees will be doubled, and everything will be in readiness to receive the million and one-half plus license applications which it is estimated by Marsh will be presented during the 30-day renewal period.

Marsh pointed out that no change has been made in the law since 1925, and the renewal will be made under the exact conditions which obtained for the renewal of last year. Applicants for renewal are required only to submit their white certificate, officially known as the certificate of registration, and fee of \$3 for pleasure cars, and the same rate for commercial licenses as was paid last year.

No chauffeurs' licenses will be issued by the division or through the branches for 1927 until Feb. 1, Jan. 31 being the expiration date for chauffeur licenses under the California vehicle act. As a safeguard against miscarriage of plates or certificates it is further pointed out that every applicant should carefully inspect his

certificate of registration to ascertain if his correct address appears thereon. If it does not, correction should be made before submitting the same, to insure proper delivery. In case the certificate of registration has been lost, applicant should procure an application for a duplicate certificate, properly fill out the same, and submit with the regular fee plus 50 cents for the duplicate. Except in cases of transfer of the vehicle, correction in name, or change in type of car, certificate of ownership, or pink certificate, should not be submitted.

Read Our Want Ads!

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Buick Cuts Out All Vibrations In 1927 Models

Engineers Eliminate Causes of Shaking in Cars Now in Production

All causes of engine vibration, noise, and closed body rattle have been eliminated in the Buicks for 1927, according to the Buick engineering department.

These improvements are no radical change from the fundamental design of the present Buick engine, but rather are built around the features, which have enjoyed success for years past. Buick claims to have obtained these results by a series of important improvements.

Chief among them is a combination of the counterbalanced crankshaft and torsion balancer, which is something entirely new and advanced in crankshaft design and is an exclusive Buick feature.

Counterweights keep the crankshafts from deflecting by properly counterbalancing the crank pins

and lower ends of the connecting rods. They keep the shaft in line at all speeds, eliminate high main bearing pressures, which are the chief causes of engine rattle, noise and rough running.

A torsion balancer absorbs the tendency of the crankshaft to twist under the power impulses and delivers these impulses back to the crankshaft after the piston forces have been spent. In this manner any period vibration is ironed out and the engine has an even, smooth flow of power throughout the speed range.

Exhaustive tests at the General Motors proving grounds in competition with other cars show the Buick method to be the simplest and most practical and by far the most effective means of eliminating torsional vibration, it is claimed.

Additional aids to smooth and quiet performance in the new 1927 Buicks are light cast iron pistons, a heavy flywheel, giant transmission gears, quiet valve mechanism, rubber engine mountings at all three points of suspension, quiet exhaust system, and new transmission gear teeth to reduce hum.

All of these refinements, from the balanced engine to the muffler tail pipe, bring about the smoothness and quietness of the new Buicks.

MOTOR COACH COMPANY Time Table Effective Jan. 1, 1927

STAGES LEAVE TORRANCE			
For Wilmington and Long Beach	For Lomita, South Lomita, and San Pedro	For Redondo Beach	For Santa Monica VENICE
*6:30 A.M.	*6:30 A.M.	B 6:20 A.M.	B 8:47 A.M.
7:00	7:00	B*6:51	B10:40
8:20	*7:45	A 7:25	B12:30 P.M.
C9:15	8:20	B 8:13	B 2:30
10:25	9:15	B 8:47	R B 3:30
11:25	10:25	B 9:40	B 6:25
12:25 P.M.	11:25	B10:40	B18:40
1:25	12:25 P.M.	B11:30	
2:25	1:25	B12:30 P.M.	
3:25	2:25	B 1:30	
4:35	3:25	B 2:30	
5:25	4:35	B 3:30	
6:25	5:25	B 4:35	
7:40	6:25	B 5:35	
9:45	7:40	B 6:25	
†11:25	8:45	B 7:53	
	9:45	B 8:40	
	10:45	B 9:55	
	\$11:25	B10:40	
	†12:20	B11:39	

*Daily except Sundays and Holidays.
†Sundays only.
C Connects for Catalina Island.
‡Saturdays only.
§Saturdays and Sundays only.
R 55-minute wait in Redondo.
A Via Carson St.
B Via Redondo Blvd.

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TRULY the most beautiful Chevrolet in Chevrolet history! Truly an achievement which must immediately change all existing ideas as to what the buyer of a low priced car has a right to expect for his money!

Here is the irresistible appeal of unbroken, flowing body lines—of modish new Duco colors, fashionably striped—of notable smartness—of that flawless silhouette regularly associated with the costliest of custom-built creations.

Here are score after score of advancements in design, literally too numerous to list completely—but typified by one-piece full-crown fenders, bullet-type lamps, coincidental steering and ignition lock and large 17-inch steering wheel.

Here is definite assurance of longer life, more satisfactory operation and even greater economy—for all models are equipped with a new AC oil filter and an improved AC air cleaner!

Such features as these are usually found only on cars costing up into the thousands. They are marks of distinction on the world's finest automobiles. Yet these are now offered on The Most Beautiful Chevrolet because the spectacular growth

of Chevrolet popularity has sent Chevrolet production to tremendous volume—and only the economies of tremendous volume plus inspired engineering make possible the manufacture of so fine a car to sell at Chevrolet prices.

We urge you to come in for a personal inspection. And we ask you to come, not in the customary casual mood—but actually anticipating the revelation you would expect when the world's largest builder of gearshift automobiles announces a completely new line of cars whose truly great value is based on irresistible beauty

and a host of improvements including!

- New AC Air Cleaner
- New AC Oil Filter
- New Coincidental Lock
- New Duco Colors
- New Gasoline Gauge
- New Radiator
- New Bodies by Fisher
- New Remote Control Door Handles
- New Tire Carrier
- New Bullet-Type Head Lamps
- New Windshield On Open Models
- New Heavy One-piece Full-crown Fenders
- New Hardware
- New Running Boards
- New Brake and Clutch Pedal Closure

-with these amazing price reductions!

The COACH	\$595	The COUPE	\$625	The SEDAN	\$695	The LANDAU	\$745
Former price	\$645	Former price	\$645	Former price	\$735	Former price	\$765

The TOURING CAR	\$525	The ROADSTER	\$525	The Sport Cabriolet	\$715	1-Ton TRUCK	\$495
Price includes balloon tires and steel disc wheels. Former price \$535 with balloon tires only.		Price includes balloon tires and steel disc wheels. Former price \$535 with balloon tires only.		Entirely new model with rumble seat.		(Chassis Only)	
						½-Ton TRUCK	\$395
						(Chassis Only)	

Balloon tires now standard on all models. All prices f. o. b. Flint, Mich., effective January 1st, 1927.

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